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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/737,072	12/15/2003	Edward Patrick	2964P020	5253

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BLAKELY SOKOLOFF TAYLOR & ZAFMAN
12400 WILSHIRE BOULEVARD
SEVENTH FLOOR
LOS ANGELES, CA 90025-1030

EXAMINER

BLACK, LINH

ART UNIT PAPER NUMBER

2163

DATE MAILED: 07/03/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 10/737,072	Applicant(s) PATRICK ET AL.	
	Examiner LINH BLACK	Art Unit 2163	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 11 April 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-6 and 32-37 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-6 and 32-37 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

This communication is in response to the Applicants' Response dated 4/11/06. Claims 1-6 and 32-37 are pending in the application. Claims 1, 3, 4, and 6 are independent claims.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-6 and 32-37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chen et al. (US 6741969), and further in view of Riconda et al. (US 20040110119).

In the specification, second paragraph of the DETAILED DESCRIPTION Section, Applicants teach "The following describes some aspects of the system in the context of a commercial application where the group entity is a merchant having online presence and the member entities are the merchant's existing customers (e.g., subscribers). The description, however, is not limited to such a commercial application."

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As per claims 1 and 3, Chen et al. teach:

storing data about a plurality of member entities that have a relationship with a group entity – col. 1, lines 51-67; col. 2, lines 64-66.

associating a state variable with each member entity – col. 3, lines 38-47; col. 5, line 54 to col. 6, line 6; col. 13, lines 5-43 (new customer status, dining frequency, beverage choice, and other variables.)

updating the state variable of each member entity with one of a group of predefined, first states, in response to applying one of a set of predefined, rules to analyze some of the stored data, wherein the set of rules are defined in part by the group entity – col. 3, lines 38-47; col. 6, lines 53-60; col. 9, lines 25-39; col. 12, line 66 to col. 13, line 43; col. 14, lines 15-25; col. 18, lines 14-67.

automatically determining whether or not online content is to be delivered to each member entity based on the state variable of the member entity – col. 6, lines 7-35 and lines 57-60; col. 15, lines 43-58; col. 7, lines 1-6.

However, Chen et al. do not explicitly teach member's state is updated automatically. However, automatically/dynamically/periodically updating the statuses of clients/members is not novel in the art. Riconda et al. teach Internet Service, Communication Service, and create new members in Active Directory – paragraph 0094; period by period attendant record in real time – par. 0111; automatically updating the status of students – par. 0119; details

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all students having a total number of absences for a defined time period – par. 0163. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Chen's and Roconda's teaching to better manage users/clients/students statuses to better serve users.

As per claim 2, Chen et al. teach:

wherein the stored data includes data that has been derived from online interaction between each member entity and the group entity – col. 9, line 47 to col. 10, line 15; col. 15, lines 19-58.

As per claims 4 and 6, Chen et al. teach:

storing data about a plurality of member entities that have a relationship with a group entity - col. 1, lines 51-67; col. 2, lines 64-66.

associating a state variable with each member entity - col. 3, lines 38-47; col. 5, line 54 to col. 6, line 6; col. 13, lines 5-43 (new customer status, dining frequency, beverage choice, and other variables.)

updating the state variable of each member entity with one of a group of predefined, first states, in response to applying one of a set of predefined, rules to analyze some of the stored data, wherein the set of rules are defined in part by the group entity - col. 6, lines 53-60; col. 9, lines 25-39; col. 12, line 66 to col. 13, line 43; col. 18, lines 14-67.

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automatically personalizing online content that is to be delivered to each member entity; wherein the state variable determines in part how the online content for the member entity is personalized – col. 3, lines 19-47; col. 13, lines 44-59; col. 14, lines 22-25; col. 15, lines 43-58. However, Chen et al. do not explicitly teach member's state is updated automatically. However, automatically/dynamically/periodically updating the statuses of clients/members is not novel in the art. Riconda et al. teach Internet Service, Communication Service, and create new members in Active Directory – paragraph 0094; period by period attendant record in real time – par. 0111; automatically updating the status of students – par. 0119; details all students having a total number of absences for a defined time period – par. 0163. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Chen's and Roconda's teaching to better manage users/clients/students statuses to better serve users.

As per claim 5, Chen et al. teach:

wherein the stored data includes data that has been derived from online communications between each member entity and the group entity - col. 9, line 47 to col. 10, line 15; col. 15, lines 19-58.

As per claims 32-34, Chen et al. teach:

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new customer status – col. 13, lines 5-25; fig. 6, lines 30-51; customer profiles showing certain customers are likely to buy certain services – col. 4, lines 1-3; fig. 14; col. 9, lines 5-9. However, Chen et al. do not teach two weeks old customers etc... Riconda et al. teach Internet Service, Communication Service, and create new members in Active Directory – paragraph 0094; period by period attendant record in real time – par. 0111; automatically updating the status of students – par. 0119; details all students having a total number of absences for a defined time period – par. 0163. Therefore, depends on each business' circumstances, the requirements for checking the status of customers/users vary to accommodate the business practice. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Chen's and Roconda's teaching to better manage users/clients/students statuses to better serve users.

As per claims 35-37, Chen et al. teach: wherein the data relates to ONE OF native data and arbitrary data – col. 2, line 64 to col. 3, line 65. However, Chen et al. do not teach information imported into the system. Riconda et al. teach data are usually imported into each operational system at the beginning of the school year... - par. 0005. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to

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combine Chen's and Roconda's teaching in order to utilize all necessary information or data.

Response to Arguments

Applicant's arguments with respect to claims 1-6, and 32-37 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion


Any inquiry concerning this communication or earlier communications from the examiner should be directed to LINH BLACK whose telephone number is 571-272-4106. The examiner can normally be reached on 8am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on 571-272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.


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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

LINH BLACK
Examiner
Art Unit 21633



June 27, 2006



MOHAMMAD ALI
PRIMARY EXAMINER